

Beachway Avenue Waterfront Redevelopment Plan

Prepared for:
**The Borough of Keansburg
Monmouth County, New Jersey
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Section 1. Introduction

The Keansburg Beachway Avenue Redevelopment Plan (Plan) is based on the designation of the entire Borough of Keansburg as an "Area in need of Rehabilitation" on July 27, 2005 pursuant to the New Jersey Local Housing and Redevelopment Law (LRHL). The three adjacent lots that are the subject of this plan, Block 184, Lots 1, 2, and 3, have prime access to the Borough's beachfront, along Beachway Avenue. Lots 1 and 2 are undeveloped; Lot 3 is a public surface parking lot that is used for the adjacent amusement park and for the beach. These three lots are located across the street from residential structures (see Map 1).

The purpose of this Redevelopment Plan is to set forth a plan to enhance and revitalize these critical parcels located along the Borough's beachfront area in order to create a year-round destination point for Keansburg residents and for visitors. This plan is based on the recommendations found in the Borough's 1988 Master Plan and 2003 Reexamination Report, complete with design standards that will complement and maintain the surrounding area and neighborhood.

1.1 Statutory Basis for the Rehabilitation Area Redevelopment Plan

The Borough Council adopted Resolution # [REDACTED] on July 27, 2005 declaring the entire Borough as an "Area in need of Rehabilitation." This was based on the fact that 62.6% of the Borough's housing stock is at least 50 years old according to the U.S. Census Bureau data of 2000. This Resolution can be found in Appendix A of this report.

This Redevelopment Plan has been prepared to guide the revitalization and design of the aforementioned properties. This Plan has been developed to meet the requirements of Section 7 and Section 14 of the Local Redevelopment and Housing Law.

1.2 Description of the Rehabilitation Area

As mentioned above, the entire Borough has been declared an "Area in need of Rehabilitation." The Borough of Keansburg is a developed, established suburban community located in northeastern Monmouth County. It is less than one square mile in area with a population of approximately 10,700 as of the 2000 U.S. Census. The Borough's beachfront is located along the Raritan Bay. The Borough also borders the Monmouth County municipalities of Middletown and Hazlet Townships.

Keansburg has a rich history dating back to the early 1600's although settlement of the municipality did not occur until the late 1600's. Most of the development that exists today began in the early 1700's. Ferry service between Keansburg and New York was established in the late 1800's and helped the Borough to develop as a summer community and vacation resort town. Prior to the 1940's, a number of small bungalows were constructed to accommodate the needs of this growing seasonal population. In addition, the first amusement park was built in Keansburg during the early 1900's in order to provide entertainment and recreation opportunities for the tourists. Since its creation, the Gelhaus family has owned and operated the amusement park, which continues to be a regional attraction during the warm weather

months, drawing visitors from northern New Jersey and New York. The facility was expanded by the addition of a water park in the 1990's.

When the Garden State Parkway opened up in 1954, many seasonal tourists, who previously had visited the bayshore and coastal communities, began exploring the shore towns further south in Monmouth and Ocean Counties that offered newer homes and attractions. The ferry service between Keansburg and New York ended in 1966, severing the direct link between the two communities.

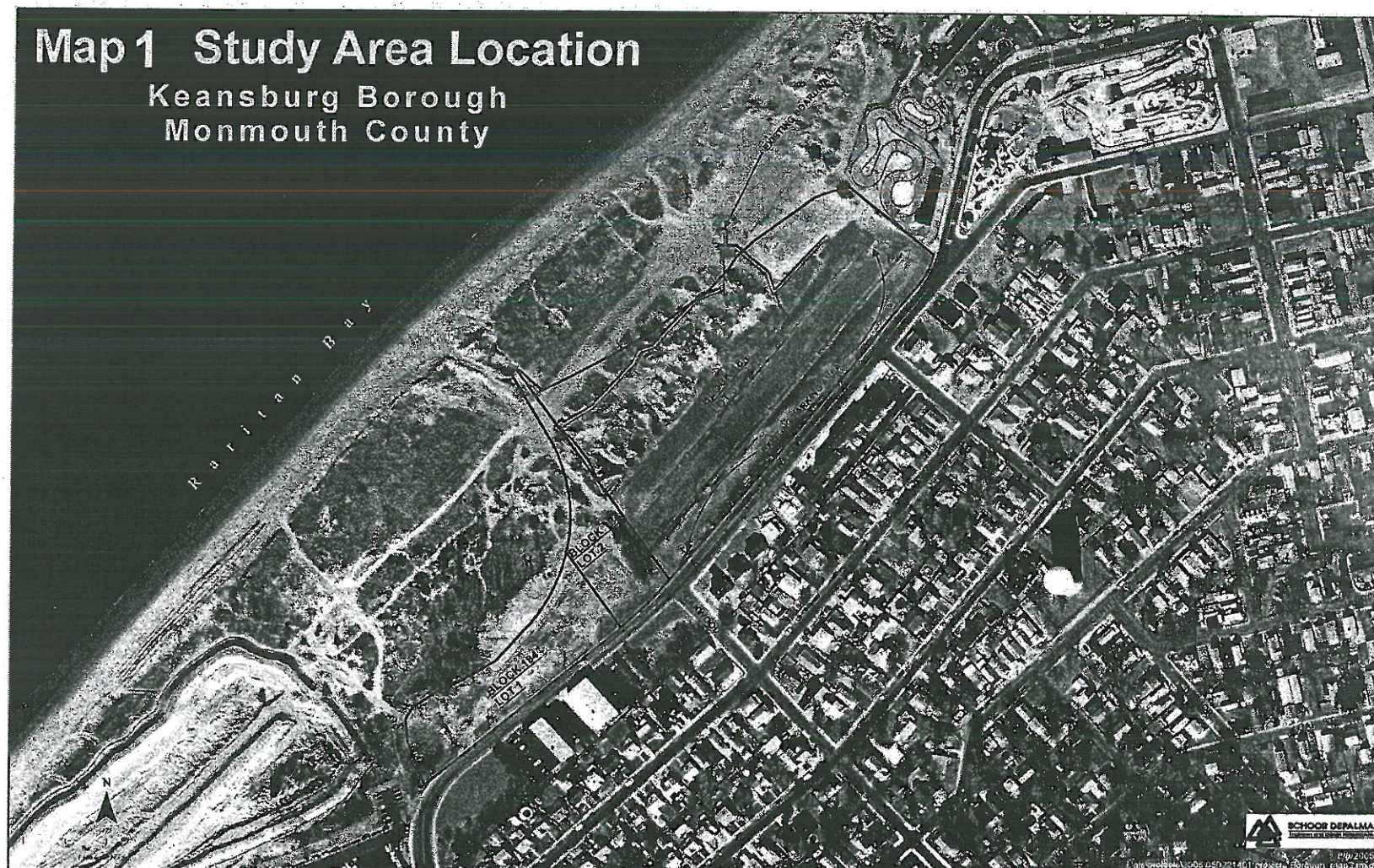
As a result of all of these factors, Keansburg transformed from a seasonal resort community into a year-round residential community. This transformation has led to several ongoing problems for the Borough. Generally, these problems relate to economic distress, a deteriorated and aging building stock, limited recreation and open space, flood hazards, and an older infrastructure requiring repair and rehabilitation.

The waterfront area, particularly, experienced its primary growth during the early 1900's. However, neither the amusement park that borders Block 184, Lot 3 nor the seasonal businesses that have developed in the vicinity of the amusement park provide year-round employment opportunities or retail and service uses needed by the community. In addition, while Monmouth County has enjoyed economic growth and expansion, Keansburg has actually experienced a decline in employment opportunities. During the summer months though, there is a significant amount of traffic congestion that occurs along Laurel Avenue and Beachway. A lack of off-street parking also plagues the community. In the residential neighborhoods adjacent to these Redevelopment parcels, there is a preponderance of

older homes that are in need of repair and/or functionally obsolete. Again, this is partially due to conversions of seasonal dwelling units into year-round units. The plumbing in many of these converted units has been susceptible to freezing and breaking, creating additional demands on the Keansburg Municipal Utilities Authority.

It is anticipated that implementation of the Beachway Redevelopment Plan (see Map 2) will also serve as a catalyst for neighborhood revitalization in neighborhoods outside of the waterfront. These impacts are expected to be felt in both the residential and commercial areas of the Borough.

Based on the above, the goals and objectives of the Beachway Avenue Waterfront Redevelopment Plan are substantially consistent with the Keansburg Master Plan.



Section 2. The Public Purpose

2.1 Goals and Objectives

The Plan is based on the following smart growth planning principles:

- Strengthening neighborhoods,
- Providing economic development opportunities,
- Offering various housing opportunities,
- Developing a mixture of land uses,
- Providing a pedestrian oriented environment, and
- Utilizing high quality design standards.

The goal of the Beachway Avenue Redevelopment Plan is to return vacant, non-productive properties to full productivity by creating new development opportunities for private and public-private investment. The plan will provide a range of quality public, commercial, and residential uses that will capitalize on the property's strategic waterfront location.

The objectives of this plan are to:

- Advance the revitalization of the Borough.
- Develop a mixture of residential uses, supportive neighborhood retail services, and recreational opportunities that will add needed taxable improvements to the Borough's ratable base.
- Increase year-round employment opportunities.
- Establish the Keansburg waterfront as a destination point for the region.

- Create new water-based uses such as ferry service for recreation and commutation.
- Enhance public access to waterfront recreation uses.
- Maintain views of the coastline and enjoyment for the public.
- Provide parcels of land of sufficient size and dimension to enable an orderly arrangement of new land uses.
- Develop land use and building requirements specific to the redevelopment parcels that are sensitive to the adjoining neighborhoods.
- Address existing and future traffic, environmental, and flooding issues that could result from redevelopment.
- Undertake infrastructure improvements involving the water and sewer lines, streets, curbs, sidewalks, and parking.
- Ensure a long-term productive reuse of each of the redevelopment parcels.

2.2 Relationship to Local Objectives

Keansburg Master Plan

The Keansburg Borough Master Plan Land Use Element was adopted in 1988 and a Reexamination Report was adopted in 2003. These plans contain a section that focuses on the Bayfront area of the Borough and has its own goals and objectives. The redevelopment plan supports the following goals and objectives from the 1988 Master Plan and the 2003 Reexamination Report:

- Encourage development that contributes to the revitalization of the community.

- Explore utilizing mixed-use development that enhances the waterfront's potential to recreation and open space use and contributes to the long-term economic health of the Borough.
- Guide waterfront development that is both suitably scaled, compatible with public facilities and services, and appropriate for a waterfront location and maintains pedestrian access to the Bayshore.
- Maintain and enhance public access to the waterfront.
- Coordinate with Monmouth County and State plans for coastal zone management and waterfront development.

The Reexamination Report also recommends that the Borough should place particular emphasis on controlling and guiding the development along the waterfront.

Keansburg Zoning Ordinance

There are two zoning districts that cover the three lots that are the Redevelopment Plan Area covered by this Plan. Block 184, Lots 1 and 3 are located in the B-2 (Mixed Use – Commercial-Residential) Zoning District while Block 184, Lot 2 is located in the C-R (Conservation Recreation) Overlay Zoning District.

The B-2 (Mixed Use – Residential and Commercial) Zoning District is "intended to encourage revitalization and economic development of a commercial area oriented to the Raritan Bayfront". The uses permitted in the B-2 Zoning District include:

- Permitted Uses (per §22-5.10 of the Borough Zoning Ordinance): Retail and service uses that serve the

needs of Borough residents; amusement parks and arcades; water transportation; marinas; detached single family dwellings meeting the requirements of the R-5 zone District; and community residences for the developmentally disabled and shelters for victims of domestic violence.

- Conditional Uses: Mixed use development; public utilities; and motor vehicles service stations and repair garages.

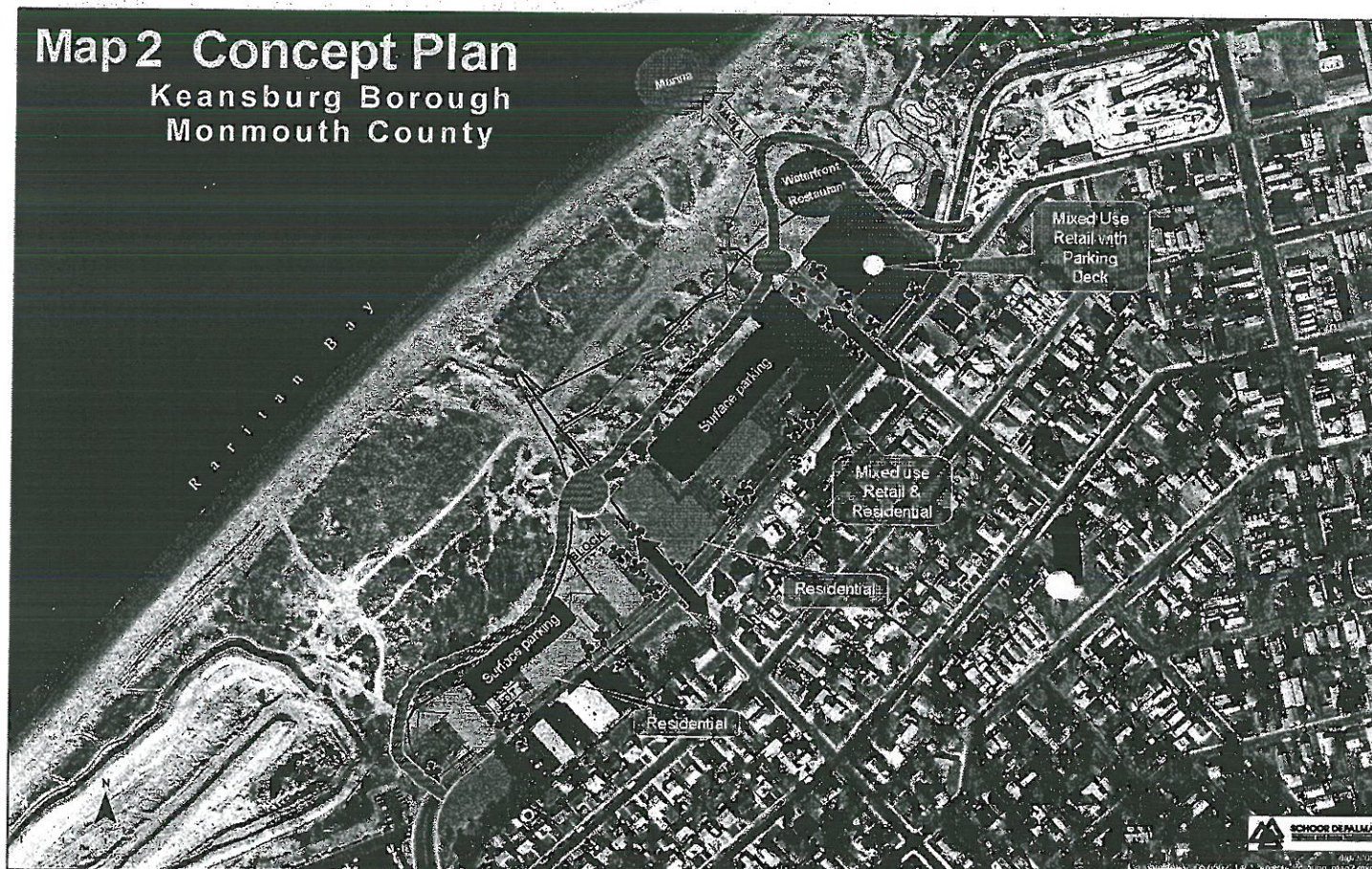
In §22-6.10 of the Borough Zoning Ordinance, there are use, bulk, and design standards for the Mixed use Zone. These standards provide for the enhancement of access to the waterfront, improvements to the public beachfront recreation areas, landscaping standards, and the criteria for obtaining residential density bonuses.

The C-R (Conservation Recreation) Overlay Zoning District was established to promote the conservation of valuable natural resources and prevent environmental degradation. It also regulates the use of the beaches, dunes, and tidal wetlands to ensure that they secure the public safety from floods and other natural disasters. The uses permitted in the C-R Zoning District include:

- Permitted Uses (per §22-5.13 of the Borough Zoning Ordinance): Passive or low intensity recreational uses that do not impact adversely on the beaches, sand dunes, and wetlands; parks and open space; water dependent recreation or transportation facilities; accessways to the water's edge; and structures deemed necessary by the local, State or Federal governments for shore protection and flood prevention.

The Keansburg Beachway Avenue Waterfront Redevelopment Plan envisions uses that complement and enhance the pattern of development along the waterfront as well as enhance public enjoyment and use of the waterfront area, increase

pedestrian activity, and create additional tourist compatible uses.



Section 3. The Redevelopment Plan

3.1 Land Use

The Redevelopment Plan is intended to accommodate a mix of higher density residential uses with supportive neighborhood retail services, regional commercial uses and services, and the enhancement and development of a variety of waterfront and recreational uses along the Raritan Bay shoreline. It is intended that the Redevelopment Plan Area be planned as a coordinated project so that both the privately owned and publicly owned parcels contribute to the public welfare to their greatest potential. The Redevelopment Plan Area is to be redeveloped in such a manner that is complementary to the surrounding environment. To that end, the proposed land uses will contain an appropriate mixture of commercial, residential, and recreational uses designed as a single *Planned Development* in accordance with the standards contained in this plan.

The Borough Council, or its designated Redevelopment Entity will review concept plans for the entire Redevelopment Plan Area provided by a designated redeveloper. These plans will be able to be adjusted before submission of a development application to the Borough's Planning Board of Adjustment. This process will help ensure that the redeveloper is following the design standards appropriately. The Borough Council may permit the Planned Development to be constructed in phases and designate a different redeveloper for each phase, or may designate the same redeveloper for all phases. In addition, Borough will

consider five-year tax abatements as an added incentive for redevelopment projects developed pursuant to this Plan.

3.2 Redevelopment Activities

The major activities planned for the Beachway Avenue parcels include:

- Development of additional year-round commercial and residential development uses.
- Increased opportunities for public access to the beachfront.
- Improvements to parking areas.
- Utility and infrastructure upgrades necessary to support the redevelopment plan.

3.3 Land Use and Development Requirements

3.3.1 Definitions

All terms used herein shall have the same meaning as defined in the Keansburg Zoning Ordinance unless otherwise specified in this redevelopment plan.

3.3.2 Waivers

Variation from the requirements set forth in this plan may be necessary in certain unusual circumstances or to meet state or federal permit requirements. The Planning Board of Adjustment may waive certain density, FAR, height, bulk, parking or design requirements if the designated redeveloper demonstrates that such a waiver will not substantially impair the intent of this plan, and will not present a substantial detriment to the public health, safety and welfare. Prior to the granting of waivers of this Plan, the Board shall refer to the

Borough Council, acting as the Redevelopment Entity, the written request and justification for the waivers provided by the redeveloper. The Borough Council shall render any comments or objections to the grant of the waivers within the time period allowed for the rendering of decisions on applications for development pursuant to the Municipal Land Use Law. If the Borough Council has reviewed the development application prior to submission to the Board and rendered comments or recommendations on requested waivers, the Board shall not be required to refer the waiver request unless the application is substantially revised and the nature of the waivers changes from that which was reviewed by the Borough Council.

3.3.3 Permitted Uses

All permitted uses are subject to the requirements of this plan's Design Standards, the Keansburg Zoning Ordinance or as otherwise stated in this plan. Uses permitted by specific provision of the Municipal Land Use Law shall also be permitted on the redevelopment parcels.

While the existing Zoning Ordinance allows for a number of uses that are envisioned in this Redevelopment Plan, some changes are recommended with a new **Planned Waterfront Development Overlay Zone (PWD)** to more effectively promote redevelopment of these three lots. Those changes follow below.

A. Uses in the B-2 Mixed Use Commercial-Residential Zone District within the PWD

B.

- 1) Principal permitted uses: Mixed use-development; townhouses and apartments

(including age restricted units for persons 55 years and older); rooftop restaurant on parking deck; retail uses on ground level of parking deck; any use permitted in the B-1 General Commercial Zone; amusement parks and arcades; marinas; water transportation; essential services; and community residences for the developmentally disabled and shelters for victims of domestic violence. Also, outdoor recreational uses, including fishing piers and boating facilities such as boat ramps, docks, and slips.

- 2) Required Accessory uses and structures: off-street parking and loading, and structured parking facilities.
- 3) The non-residential component of a mixed-use development may include the following functions: Professional and business offices; retail; personal service; restaurant – entertainment; motion picture theaters, hotel, and motel.

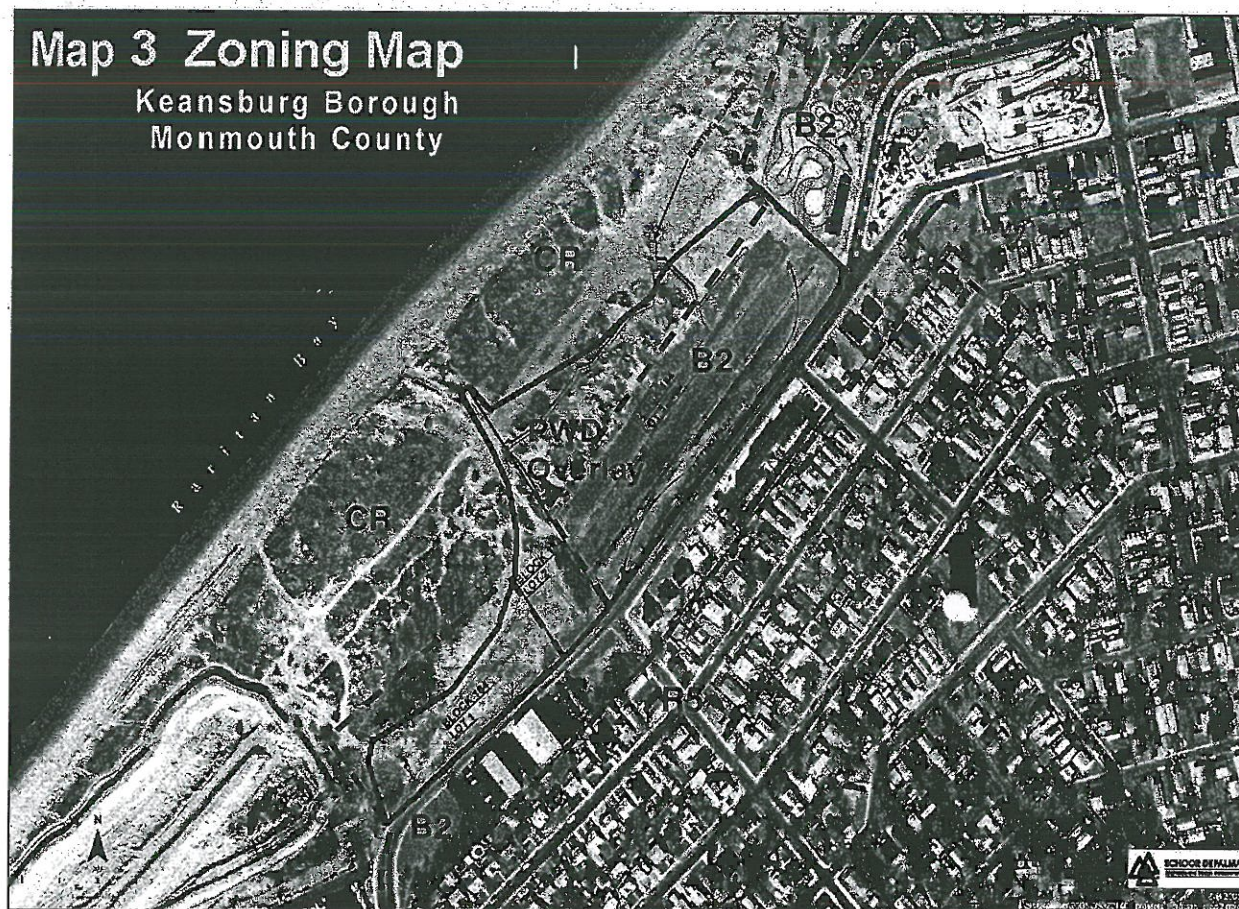
B. Uses in the C-R Conservation Recreation Overlay District within the PWD

- 1) Principal Permitted Uses: Passive or low intensity recreational uses; Municipal or County parks or open space; docks, piers, moorings, marinas, boat launches, and related water dependent recreation or transportation facilities for which required Waterfront Development Permits and Coastal Area Facility Review Act permits

have been issued; accessways to the waters edge; structures deemed necessary for shore protection and flood prevention.

2) Permitted Accessory Uses: Customary

accessory uses and structures provided such uses are incidental to the principal use; and exempt signs.



3.3.4 Design Standards

The following design standards shall be applied to the three lots that comprise the Beachway Redevelopment Area and are the subject of this plan. These standards both shall encourage the rehabilitation of the unproductive lots and enhance certain existing conditions.

No new construction on these sites are allowed except through a negotiated Redeveloper Agreement between the property owner and the local Redevelopment Entity. Execution of a Redeveloper Agreement shall be contingent upon the submission of a concept plan for the entire Redevelopment Plan Area by the designated redeveloper that has been reviewed and accepted by the Keansburg Borough Council, or its designated Redevelopment Entity, with input from the Keansburg Planning Board of Adjustment. Such concept plan will include complete architectural renderings sufficient to illustrate the design of the site improvements and buildings.

Any elements not covered by these standards shall be subject to other appropriate provisions of this Plan and/or the Keansburg Zoning Ordinance. All redevelopment activities are also subject to applicable state and federal requirements.

3.3.4a General

The standards presented herein recognize the character of development that has evolved in Keansburg and seek to preserve and enhance the waterfront location and uses along the Raritan Bay.

All new buildings and structures shall conform to the scale and architectural character of the surrounding neighborhood. Any portion of a parcel that is not necessary for building or parking purposes shall be appropriately landscaped

Table 2
SCHEDULE OF REGULATIONS

<i>Bulk Items</i>	<i>Planned Waterfront Development (Mixed-Use Development)</i>
Minimum Lot area ¹	5 developable acres
Minimum Lot Frontage	150 feet
Minimum Lot width	-
Minimum Front yard setback	No minimum except all residential buildings shall match the prevailing front setbacks along Beachway Avenue on both sides of the block front.
Minimum Side yard setback (each)	No requirement except not less than 10 feet from tract boundary line.
Minimum Rear yard setback	No requirement except setbacks from dune shall be subject to CAFRA requirements
Maximum lot coverage - principal and accessory building(s) and structures	80% of the developable acreage.
Maximum F.A.R.	1.0 (developable acres only).
Maximum residential F.A.R. ²	0.7 (developable acres only).
Minimum non-residential F.A.R. (Mixed Use Buildings) ³	50 sq. ft. per dwelling unit
Minimum gross floor area	75,000 sq. feet.
Minimum landscaped area	30%
Maximum building height	4.5 stories or 51 feet.
Maximum Residential Density	18 Dwelling Units per gross acre ⁴

¹ A developable acre shall be land area which is free of wetlands, beaches, dunes, and easements or other encumbrances.

² FAR bonus of 10% when affordable housing units in excess of 12% minimum growth share of affordable housing are provided.

³ Each mixed-use development shall provide for non-residential uses whose floor area is equal to or greater than the minimum non-residential floor area ratios specified but no greater than the maximum overall F.A.R.

⁴ An additional 2 dwelling units per acre are permitted if total affordable units exceed the minimum 12% growth share.

Beach or Waterfront Access Improvements

Substantial improvements to pedestrian access to the beach or waterfront are desired. These improvements must be at locations compatible with the Master Plan and the redeveloper may earn the maximum residential density allowed for under this Redevelopment plan. Such improvements may include, but need not be limited to, elevated wooden walkways across dunes, lighting, signage, plantings, seating, and amenities that formalize access points from the street. Enhanced visual access of the waterfront and bay through the provision of gazebos or structures for the passive enjoyment of waterfront views may also earn the redeveloper the maximum residential density allowed for under this Redevelopment plan.

Affordable Housing Component

Affordable housing, as defined by the New Jersey Council on Affordable Housing (COAH) rules, is required to be provided as municipalities undergo development. Under the new Growth Share approach, the ratios are 1 affordable housing unit for every 8 market units developed and 1 affordable housing unit for every 25 new, full-time jobs created. The affordable housing units created may serve a variety of populations such as the elderly, special needs, and families. Units may also be either ownership or rental units. These units may be developed on the Redevelopment site or through the creation or rehabilitation of affordable housing units elsewhere in the Borough. This may be accomplished through the provision of a Payment in Lieu of Growth Share contribution made by the redeveloper. Examples of how Payments in Lieu of Growth Share funds may be used include

constructing new affordable housing, rehabilitating existing housing, providing down payment assistance to income qualified households, as well as other activities, throughout the Borough. Keansburg may also choose to send a portion of its obligation through a Regional Contribution Agreement (RCA) to another municipality. However, the cost of the RCA's may **not** be funded by the Payment in Lieu of contribution by the developer.

All costs to the Borough, including professional fees associated with assisting the Borough in addressing the impact of a redevelopment or rehabilitation project under this Plan on the Borough's affordable housing obligation, shall be paid by the redeveloper.

Facades

The following standards shall be applied to all types of development in this plan.

The rhythm of entrances, store fronts, windows, canopies, and awnings of new facades shall be consistent with the prevailing rhythm of such elements along the block. Building materials shall be compatible with the predominant materials already used on structures on the site and adjacent to it. In the absence of such precedent, materials used shall be clapboard with wood trim. The exterior walls of buildings shall be made of traditional building materials such as stone, brick, wood, or stucco. Aluminum siding, vinyl, or vinyl coated siding, metal panels, and mirrored glass exterior surfaces are prohibited. Pole barns or prefabricated metal buildings are prohibited.

The exterior walls of buildings, as seen from a public right-of-way, shall be designed to provide a visual diversity that is

consistent with the architecture found throughout the Township. Exterior walls shall include windows, doors, porches, pilasters, horizontal/vertical building elements and/or other similar architectural features to relieve the monotony of a blank wall and to achieve a human scale. Side and rear elevations of buildings shall be given appropriate architectural treatment which shall be comparable to that of the front facade, if visible to the public.

Awnings/canopies should be made of canvas or modern materials that mimic canvas with traditionally dyed colors in solids or stripes. Metal and vinyl awnings are prohibited. For new buildings, the ratio of the height of various building elements to their widths shall be 1.618.

First floor facades intended for retail use must have large, clear storefront glass areas (50% to 70% of the area) to display the nature of the business and produce an interesting streetscape. Large blank walls are prohibited along any street. Storefront windows may be either typical large, single pane or multiple smaller panes (approximately 2 foot square) separated by mullions.

Each street-level shop shall have its own shop front. If several shop fronts are located in one building, they shall be unified in design treatment (e.g. the design of windows and door openings, the use of materials and colors). A shop front should be separated from the roofline or a second floor by a horizontal architectural element such as a sash, cornice, frieze, molding, etc.

Upper floor uses are to be provided with separate exterior entrances unless a large common lobby or atrium is provided.

Flat, shed, gambrel, and mansard roofs are prohibited on residential buildings unless pre-existing or demonstrated to be consistent with the traditional architectural style of buildings on and adjacent to the property. Otherwise, new roofs shall be gabled or hip roofs.

Street Furniture and Lighting

All street furniture (benches, newspaper boxes, phone booths, trash receptacles, etc.) shall be consistent in scale and architectural design and constructed of or enclosed with materials reflecting the style of the buildings on and adjacent to the property. Lighting shall be subdued and shielded so as to prevent spillage onto adjoining properties unless specifically approved for that purpose by the Board. Lighting fixtures shall be mounted at the lowest appropriate height.

Street and site furnishings shall be incorporated into developments, such as flower boxes, arbors, planters, benches, and waste receptacles. All utility boxes and HVAC exterior equipment shall be screened by architectural elements or landscape plantings.

Signage

Signs shall be of wood and shall be sized and placed in accordance with the Borough's Ordinance. Where a building requires several different signs, they shall be thematically linked and shall be similar in materials, color, and method of lighting. The area surrounding ground signs shall be landscaped and shall be kept clean and neat.

Landscaping and Street Trees

Landscaped buffers between non-residential and residential uses shall be provided. Landscaping shall be used to soften the corners and edge of the buildings.

All street frontages should be planted in accordance with the requirements of the Keansburg Zoning Ordinance. Light foliaged trees such as honey locust, ash and ginko are encouraged in front of commercial uses to increase visibility of signage.

Vehicular/Pedestrian Circulation

All buildings are required to have entrances accessed directly from a public or semi-public pedestrian walkway. Pedestrian walkways shall be provided between all commercial buildings. Parking lots and pedestrian walkways shall be designed as attractive elements of the site by their own right with the use of trees, landscaping, and various building materials and textures. Sidewalks shall be connected where there are gaps and missing links. Sidewalks shall extend from the building facade or interior alleys or mews to the curb for the purpose of facilitating pedestrian movement and creating opportunities for outdoor eating and shopping areas, placement of street furniture, etc.

In all cases, redevelopers are required to abide by the parking requirements as stipulated in the Borough's Zoning Ordinance. **New parking structures must accommodate all of the existing public parking on Lot 3 as well as provide sufficient parking for the new residents and businesses resulting from this redevelopment.** The redeveloper shall submit a parking plan for approval by the Keansburg

Planning Board during the course of the site plan review process in accordance with standards established in the Keansburg Zoning Ordinance. The parking plan shall address the need generated by the proposed development and how that need will be met.

The parking plan may also take into account the proximity of mass transit and the potential for pedestrian access.

3.4 Provisions Related to Off-Site Improvements

The designated redeveloper or other such party responsible for the development of a redevelopment parcel covered by this redevelopment plan shall be responsible for his/her fair share of any installation or upgrade of infrastructure related to their project whether on-site or off-site. Infrastructure items include but are not limited to gas, electric, water, sanitary and storm sewers, telecommunications, streets, curbs, sidewalks, street lighting and street trees. The extent of the redeveloper's responsibility will be outlined in the redeveloper's agreement with the Borough. Off-site responsibility for properties not covered under the redeveloper's agreement will be determined during the permit and/or site plan review phases.

All infrastructure improvements shall comply with applicable local, state and federal codes including the Americans With Disabilities Act. All utilities shall be placed underground.

3.5 Provisions Related to State and Federal Regulations

Certain redevelopment activities proposed in this plan may be subject to state and federal standards, regulations and permit requirements. The redeveloper is responsible for ensuring compliance with all applicable standards and obtaining necessary state and federal permits.

Section 4. Relationship to Zoning Ordinance

This redevelopment plan shall constitute an overlay to the Borough's current Land Development/Zoning Ordinance. All new construction, reconstruction, alteration, rehabilitation or other activities requiring a construction permit shall be done in conformance with the standards contained herein. In the case where a particular land use or site standard is not covered in this redevelopment plan, compliance with the Keansburg Zoning Ordinance or other applicable Keansburg code or ordinance will be required.

Section 5. Acquisition and Relocation

5.1 Identification of Real Property to be Acquired

Properties within the Rehabilitation Area may only be acquired through negotiated purchase between a designated

redeveloper and current property owner(s). Municipally owned property may be conveyed to a designated redeveloper by the Borough of Keansburg following adoption of a Redevelopment Plan and execution of a redeveloper agreement. The LRHL does not allow a municipality to acquire private property through eminent domain/condemnation in a Rehabilitation Area.

The redeveloper shall develop the properties pursuant to the terms and conditions of the Redeveloper Agreement. However, should the parcels recommended for rehabilitation remain vacant or unimproved for a period of five years, the Borough Council can direct the Board of Adjustment to investigate these parcels to determine if they meet the criteria for "An Area in Need of Redevelopment". If so designated by the Borough Council, then this Redevelopment plan may be amended at a later date to enable the acquisition of these parcels.

5.2 Relocation Proposal

No relocation will be required by the implementation of this Plan, as eminent domain cannot be exercised in a Rehabilitation Area.

Section 6. Relationship to Other Plans

6.1 Plans of Adjacent Municipalities

The Borough of Keansburg is located in Monmouth County and is bordered by the municipalities of Middletown and

Hazlet Townships. However, the site that is the subject of this Redevelopment Plan is located along Keansburg's waterfront and is bordered by the Raritan Bay. Due to the isolated nature of the redevelopment plan study area, there are no impacts expected on adjacent municipalities.

6.2 Monmouth County Growth Management Plan

Monmouth County last adopted a Growth Management Guide stating goals, objectives and policies in December of 1995. The most relevant and applicable to this Redevelopment Plan follow.

The County's overall goal for economic development is:

- Promote managed growth by providing a suitable long-term economic climate and preserving and enhancing the quality of life in Monmouth County for the attraction of new businesses and the retention of existing businesses.

The County's economic development objectives are:

- Promote development and support of businesses that keep money circulating within the county, increase capital flowing into the county and provide long-term employment opportunities.
- Promote the efficient utilization of land, resources, capital, and infrastructure.
- Support activities which provide a high quality of life for Monmouth County residents in addition to contributing to the local economy.

Other appropriate goals identified in the Growth Management guide are:

- Conserve valuable water-oriented resources.

- Preserve the valuable historic, cultural, natural and scenic resources of Monmouth County.

The Beachway Avenue Waterfront Redevelopment Plan will boost the local economy by attracting new and current residents, visitors, and businesses to the beachfront to work in and to patronize the new commercial uses. Consequently, new year-round employment opportunities will be created and the economy will be stimulated through the opportunities created by redevelopment. Through the creation of a unique destination point, the Beachway Avenue Waterfront Redevelopment Plan will enhance the overall quality of life in Monmouth County. Because the Seaport-Transit Village Redevelopment Plan will contribute to the economic vitality of the Borough of Keansburg and the County at large, the Redevelopment Plan is consistent with the goals, objectives and policies stated in the Monmouth County Growth Management Guide.

Keansburg is also one of the participating municipalities in the ongoing Monmouth County led Bayshore Regional Strategic Plan. The Bayshore Plan focuses on municipalities from Aberdeen/Matawan to Atlantic Highlands. This regional planning process affords the municipalities the opportunity to identify their individual and common concerns and how they affect each other in achieving their development and preservation goals. The Beachway Avenue Waterfront Redevelopment Plan will be included in the Bayshore Plan. The Bayshore Plan is expected to be released by the Spring of 2006.

6.3 New Jersey State Development and Redevelopment Plan (SDRP)

The Borough of Keansburg is an established suburban community located in the Metropolitan Planning Area, Planning Area 1 (PA-1).

The Beachway Avenue Waterfront Redevelopment Plan is compatible with the State Plan's intention for the Metropolitan Planning Area, which is to provide for much of the state's future redevelopment; revitalize cities and towns; promote growth in compact forms; stabilize older suburbs; redesign areas of sprawl; and protect the character of existing stable communities. The redevelopment plan also furthers the following State Plan policy objectives:

Land Use

Ensure efficient and beneficial utilization of scarce land to strengthen its existing diversified and compact nature.

Housing

Provide a full range of housing choices through redevelopment, new construction, rehabilitation, adaptive reuse and the introduction of new housing into appropriate nonresidential settings.

Economic Development

Promote economic development by encouraging strategic land assembly, site preparation and infill development, public/private partnerships and infrastructure improvements.

Redevelopment

Encourage redevelopment at intensities sufficient to support transit, a broad range of uses and efficient use of

infrastructure. Promote design that enhances public safety, encourages pedestrian activity and reduces dependency on the automobile.

Public Facilities and Services

Complete, repair or replace existing infrastructure systems to eliminate deficiencies and provide capacity for sustainable development and redevelopment.

Open Lands and Natural Systems

Ensure that the character, location, magnitude, and timing of development and redevelopment are linked to the availability of adequate recreational facilities and open space land needed to serve growth.

Coastal Resources

Promote well-planned and revitalized coastal communities that sustain economies, are compatible with the natural environment, and maintain and improve public access to coastal and waterfront areas of recreational, aesthetic, cultural or ecological value provided that such access does not degrade the function and value of the natural resource system.

This Redevelopment plan is compatible with and will help realize the SDRP's vision of redevelopment in a PA 1 community such as Keansburg and related policy objectives.

Appendix A – Governing Body Resolution

The Resolution in Appendix A finds that the entire Borough of Keansburg meets the criteria for declaring the "Area in Need of Rehabilitation" pursuant to the Local Redevelopment and Housing Law. This Resolution was passed on July 27, 2005.

Appendix B. Architectural Definitions

Cornice = A continuous, molded projection that crowns a wall or other construction, or divides it horizontally for compositional purposes.

Flat Roof = A roof without a slope, or one with only a slight pitch so as to drain rainwater.

Frieze = A decorative band, as one along the top of an interior wall, immediately below the cornice or a sculptured one in a string course (a horizontal course of brick or stone flush with or projecting beyond the face of a building) on an outside wall.

Gabled Roof = A roof sloping downwards in two parts from a central ridge, so as to form a gable at each end (the triangular portion of wall enclosing the end of a pitched roof)

Gambrel Roof = A ridged roof divided on each side into a shallower slope above a steeper one.

Hip (or Hipped) Roof = A roof with sloping ends and sides meeting at an inclined projecting angle.

Mansard Roof = A roof with a steeper lower part and a shallower upper part on each side.

Mew = An interior street fronted by stores or apartments.

Molding = Any of various long, narrow, ornamental surfaces with uniform cross sections and a profile shaped to produce modulations of light, shade, and shadow.

Mullions = A vertical member between the lights of a window.

Pole barns = A structure or building using a system of construction employing a vertical structure of pressure-treated wood poles which are firmly embedded in the ground as a pier foundation.

Sash = The fixed or removable framework of a window or door in which panes of glass are set.

Shed Roof = A roof with a single slope.